

# CASE STUDY: Leading Pet Supply Company Overcomes Distribution and Promotional Marketing Struggles with Taylor Communications



## Situation

One of the nation's leading pet supply and pet adoption retail chains has 1,300 stores and 20,000 employees spread across the country. The company found it difficult to manage the consistent store-to-store application of product displays and special events throughout its extensive network of retail centers.

They also had trouble sourcing items for nationwide initiatives and managing store-to-store creative compliance. Some things they struggled with included:

- Coordinating appropriate give-away items for their animal welfare initiatives and adoption events
- Timing the distribution and delivery of in-store displays and materials so that stores nationwide would have matching signage
- Finding the right items and delivering them on time to each store for a monthly employee recognition program
- Sourcing unique, branded, promotional items for pet-parent education programs

## Solution

Taylor Communications had been a supplier of the retailer's print distribution for more than ten years, and through an expanded relationship, Taylor Communications helped provide:

### Demonstration Booths

- Kitting and distribution of pet-related samples and promotional items for in-store vendor demonstrations. The retailer launched an initiative to increase vendor promotions, but needed to streamline the process of shipping the event materials to their network of stores.

**Client:**  
Nationwide Pet Supply Retailer

**Market:**  
Retail

**Solution:**  
Promotional Marketing and Employee Recognition Program Management

**Services:**  
Promotional Merchandise  
In-Store Signage  
Nationwide Distribution

**Benefits:**

- Improved on-time shipping
- Reduced costly returns
- Enhanced brand awareness
- Improved employee morale

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### Holiday Décor

- Centralization of ordering and distribution of holiday coupons, décor and signage to stores, to be delivered on the same date to each store. On the designated date, stores receive the same items, complete with specific planogram instructions to ensure continuity between stores.

### Employee of the Month Program

- Development of an Employee of the Month program, in which materials are shipped to each store on the same day every month with a letter from headquarters and a gift for the designated employee. The retailer requested items that would be appreciated regardless of gender or age, and items that would be easy to ship. Past gifts have included magnetized bulletin boards, tumblers, desk sets, blankets and beach towels.

### Hurricane Disaster Kits

- Sourcing, kitting and distribution of Hurricane Disaster Kits, designed after Hurricane Katrina, to be kept in stock and deployed to store managers. The retailer included things needed to keep in-store animals alive and comfortable during an emergency, like first aid kits, battery-powered fish tank pumps, batteries and flashlights.

### Special Projects

- Creation of special projects such as the Hamster Rally project. With a large focus on dogs and cats, the retailer wanted to recognize other pet-owner markets and reached out to rodent owners. Taylor Communications provided wide-format backdrops where people could bring their rodents for pictures, photo paper for in-store photo printing and card board frames to hold the photos.

## Benefits

By expanding its relationship with Taylor Communications, the retailer was able to focus more energy on creating ideas and programs while outsourcing the more complicated aspects of implementation and distribution management.

- Taylor Communications' knowledge of shipping methods helps the retailer ensure that their signage and displays are in stores and in good condition when they need them, cutting down on costly returns and missed program deadlines.
- Improved image at public outreach events and adoption fairs through unique, useful promotional items.
- Arranging a corresponding delivery of employee recognition letters and gifts to retail stores across the country.